



**FRUITA**  
COLORADO

*CityLink*

www.fruita.org • spring issue 2020

CITY OF FRUITA REGULAR  
MUNICIPAL ELECTION  
TO BE HELD ON

**APRIL**  
**7**  
**2020**

The next regular City election will be held on April 7, 2020. The election will be conducted by mail ballot and ballots will be mailed out to registered voters the week of March 16, 2020. The City of Fruita now has a 24-hour mail ballot drop box located in the Civic Center east parking lot where you can drive right up to drop off your ballot.

The ballot will include the election of a Mayor and three City Council members. There is one candidate running unopposed for Mayor and three candidates for the three Council positions available.

In addition, there will also be a ballot issue concerning whether or not the City of Fruita should increase its Lodger's Tax by an additional 3%. The Fruita Area Chamber of Commerce will be hosting a Candidate Forum on Thursday, March 5, 2020 from 6:00 to 8:00 p.m. at the Fruita Community Center (FCC) at 324 N. Coulson. This is an opportunity for the public to become more familiar with the candidates and their positions on various issues. 🗳️

## CANDIDATE FOR MAYOR:



### JOEL KINCAID

Joel has lived in Fruita for the past 16 years with his wife of 29 years, Tammy, and kids Kyle (23), and twins Arianna and Taylor (18). Joel enjoys being outdoors and is an active runner, mountain biker and road cyclist. He has completed the Kokopelli Trail 9 times and puts in many miles on his running shoes.

Joel is active in the local Fruita community. He has been serving as Mayor the past 2

years and on City Council for the previous 6 years. He served as the Fruita Chamber President and Vice President from 2009 - 2011 and is currently serving on the board. He was also active on the Chamber marketing committee for 9 years. Joel is familiar with Fruita serving 11 years on the Fruita Tourism Council. He has coached Fruita soccer for 9 seasons for his girls' teams and was assistant coach at FMHS for cross country the past 3 seasons and track for 2 seasons. Joel cares about Fruita and has played a key role in growth, business, tourism, and making personal connections. He understands the current and future opportunities available for our great city.

Joel has a Bachelor of Arts degree from Spring Arbor University in Graphic Design. He worked for a screen printing company and manufacturing company for over 12 years before starting his own business, Merge 2 Media, Marketing by Design in 2002. His experience allows him to work with many different sized companies as well as diverse businesses. 🗳️



## Are you Registered to Vote?

You can register or check your voter registration status at [www.govotecolorado.com](http://www.govotecolorado.com).

**Fruita City Council:** If calling City Hall at 858-3663 does not answer your questions, please feel free to contact any of your City Council Members.



MAYOR  
JOEL KINCAID  
250-9557



MAYOR PRO TEM  
LORI BUCK  
858-7767



KAREN LEONHART  
250-4435



DAVE KARISNY  
858-3014



KYLE HARVEY  
435-724-7387



KEN KREIE  
270-3305



AMANDA EWING  
275-2165

## REFERRED ISSUE A

SHALL THE CITY OF FRUITA LODGER'S TAX BE INCREASED BY ONE HUNDRED FIFTY THOUSAND DOLLARS (\$150,000) IN THE FIRST YEAR (2021), AND BY WHATEVER ADDITIONAL AMOUNTS ARE RAISED ANNUALLY THEREAFTER, BY THE ADOPTION OF AN ADDITIONAL THREE PERCENT (3%) TAX ON THE PRICE PAID FOR LODGING IN THE CITY, WITH THE ADDITIONAL THREE PERCENT (3%) TAX COLLECTED IN THE SAME MANNER AS THE CITY'S LODGER'S TAX; WITH ALL OR ANY PORTION OF THE NET PROCEEDS OF THE ADDITIONAL 3% LODGER'S TAX, AS DETERMINED BY THE CITY COUNCIL, BEING COLLECTED, RETAINED AND SPENT TO FUND:

- PARKS, TRAILS AND OPEN SPACE AND PUBLIC PLACES, SUCH REVENUE TO BE EXPENDED TO FINANCE THE ACQUISITION, CONSTRUCTION AND MAINTENANCE OF PARKS, OPEN SPACE AND TRAILS AND PUBLIC PLACES WITHIN AND OUTSIDE THE CITY;
- ECONOMIC DEVELOPMENT WITHIN THE CITY, INCLUDING, BUT NOT LIMITED TO BUSINESS INCENTIVES, MATCHING FUNDS FOR PUBLIC-PRIVATE PARTNERSHIPS AND ATTAINABLE HOUSING;

AND SHALL THE CITY BE PERMITTED TO COLLECT, RETAIN, AND EXPEND ALL REVENUES DERIVED FROM SUCH TAX AS A VOTER APPROVED REVENUE CHANGE AND AN EXCEPTION TO LIMITS WHICH WOULD OTHERWISE APPLY UNDER ARTICLE X, SECTION 20 OF THE COLORADO CONSTITUTION OR ANY OTHER LAW? ⑩

### City of Fruita's Annual Electronic Recycling Event

The City of Fruita will team up with Waste Management to offer Fruita residents an opportunity to recycle their electronic devices on Saturday, April 4, 2020 from 9:00 a.m. to 1:00 p.m. in the Fruita Civic Center parking lot at 325 E. Aspen Ave. All cords, cables, CPUs, laptops, speakers, mice, keyboards and cell phones will be collected at no cost. All other electronics will have a nominal fee. These include:

- Computer monitors.....\$12.00
- Desktop printers/copiers.....\$ 5.00
- Flat Screen and CRT TVs (measured diagonally):  
Up to 27".....\$1.00/inch
- Over 27".....\$2.00/inch
- All other electronics:.....\$ 5.00

Residents can feel confident that their electronics will be recycled in an ethical and environmentally sound manner with Waste Management's involvement. Please call 858-3663 if you have any questions. ⑩

# Candidates for City Council: (Three Council seats)



### HEATHER O'BRIEN

I grew up in the Grand Valley and graduated from Grand Junction High School in 1987. My husband (also a Grand Valley native) and I lived in Seattle for four years but decided to return home in order to raise our children in the same valley which provided us the opportunities and values we wanted for our new family. We moved to Fruita in 2000 and have raised our two daughters here.

I have been an educator with School District #51 for seventeen years. From 2015-2019, I served as President of the Mesa Valley Education Association. In that role I learned much about bringing people with different perspectives to consensus in order to achieve a common goal. I enjoyed serving educators and creating policies that would impact them. That's why I'm running for City Council now — because I love Fruita and want to serve Fruita residents. I care deeply about ensuring that the things that are wonderful about Fruita remain, while also having an eye toward the future.

My husband and I feel so blessed to live in Fruita. Now that our daughters are grown, I have the time and ability to give back to my community. Fruita's current City Council is doing a great job, and the Community Plan they have created using residents' input is a solid outline for the future. I would be thrilled to bring my insights and collaboration skills to the City Council team. ⑩

### KEN KREIE

I am a lifetime Grand Valley resident. I graduated from Central High School and Colorado Mesa University. I spent 15 years doing environmental and engineering work for the oil and gas industry. Currently, I work for the Department of Energy managing sites in Mississippi, New Mexico, Colorado, Nevada, and Washington.

I have been married to my wife, Rachelle, for 25 years, and we have two children. Our daughter Megan works at the Hot Tomato and our son Jonah drums in the Fruita Monument High School marching band. We have lived in Fruita since 2006.

In addition to currently serving on City Council, I also serve or have served on several boards including President of the Orchard Valley West HOA, the Elmwood Lateral Ditch Board, the City of Fruita Downtown Advisory Board, the Grand Junction Chamber of Commerce Energy and Economic Development Committee, and the Colorado Mesa University Unconventional Energy Center Advisory Committee.

I coordinate and promote concerts, comedy, and cultural events at the local performing arts venue in Downtown Fruita called Cavalcade. I helped start Cavalcade in 2011 and emcee our variety show that takes place the second Saturday of every month.

A lot of great things are happening in Fruita, and I am honored to have the opportunity to serve the city and its constituents. I will continue to focus decisions on managing growth in a fiscally responsible manner, while preserving the unique qualities that make Fruita a community where both residents and visitors love to be. ⑩



available)



### **MATTHEW BREMAN**

Matthew Breman was born in Pittsburgh, PA. He obtained an undergraduate degree from the University of South Florida before working in the entertainment industry for Nickelodeon. While working there, he met the love of his life, a lawyer by the name of Catherine Norton, and the two married in 1998.

After the birth of his son, Marcus, Matthew obtained his MBA from Rollins College before working at one of the most respected companies in the entertainment industry, Disney. In 2005, Matthew and Catherine made two significant changes to their lives: Matthew opened a marketing firm, Cranium360, and the family moved from Florida to Fruita. After arriving in Fruita, Matthew made a concerted effort to become heavily involved in the community. He was on the Board of United Way of Mesa County for 12 years (serving as president for four.) He is a member of the Grand Junction Chamber of Commerce, and served on their Board for five years, including one year as chairman. He has been a member of the Grand Junction Economic Partnership for 13 years and recently joined their Board.

Matthew was inspired to run for Fruita City Council when he saw policies that would hinder growth, and he knew that we, the Fruita citizenry, can do better. The three pillars of Matthew's campaign are respect for personal property rights, commitment to sustainable development, and encouraging the growth of local business. 🗳️



## ***Parks, Health, Recreation, Open Space and Trails*** (PHROST) MASTER PLAN

The City of Fruita recently adopted a new Comprehensive Plan for our community. Now that we have a long-range document that outlines our community's values and strategies, we are turning our attention to updating our Parks, Open Space and Trails Master Plan which will delve deeper into our Parks and Recreation system. This time we are adding the elements of Health and Recreation and calling it a PHROST Master Plan – Yes, as in PHAT or way cool!

GreenPlay LLC, the consultant hired to help us develop this plan, was recently in town to begin the process. They met with over 50 partner and stakeholder groups in the community as well as over 100 community members at a Public Forum at the Cavalcade in downtown Fruita. It had a great turnout! In addition, GreenPlay staff has been inventorying our programs, events and all parks and recreational facilities (utilizing GIS). They are also reviewing all our documentation, policies and procedures, participation rates and anything else they can to determine our current

levels of service for parks and recreation in Fruita.

In early April, a random sample survey will be sent out to the community asking further questions about existing services and possible new ones. If you get a survey, please take the time to respond; it is very important to hear from our community. In early July, GreenPlay will be back in Fruita to present findings. We will then start to develop strategies to address any issues and deficiencies we have within our Parks and Recreation system. We plan to have the PHROST Master Plan draft ready in September with the final plan adoption by City Council in November.

There will be more opportunities for your input over the next several months. Please provide your comments and/or questions to the City of Fruita by contacting Ture Nycum, Parks and Recreation Director at [trnycum@fruita.org](mailto:trnycum@fruita.org) or (970) 858-0360 ext. 6400. We can't do our job of providing top-notch facilities and programs for our active community without hearing from you! 🗳️



**FRUITA**  
COLORADO

**325 E. ASPEN AVENUE**  
**FRUITA, COLORADO 81521**  
**WWW.FRUITA.ORG**

PRESORT STD.  
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GRAND JCT., CO  
PERMIT NO. 134

## UPCOMING EVENTS IN FRUITA

|  |  |                          |  |
|--|--|--------------------------|--|
| March 7, 2020                              | An Evening of Art in Fruita                    | 6:30 - 9:30 PM           | Fruita Community Center                |
| April 4, 2020                              | 9 Health Fair                                  | 7:00 - 11:00 AM          | Fruita Community Center                |
| April 8, 2020                              | Easter Egg Scramble                            | 4:30 - 4:45 PM           | Fruita Community Center                |
| April 18, 2020                             | Youth Scholarship Golf Tournament              | 9:00 AM                  | Adobe Creek Golf Course                |
| April 18, 2020                             | Desert Rats Races                              | TBD                      | Mack Ridge                             |
| April 22, 2020                             | Arbor Day                                      | 10:00 AM                 | TBD after poster contest               |
| April 25, 2020                             | Bike Swap COPMOBA GVC                          | TBA                      | Civic Center Pavilion                  |
| April 26, 2020                             | Family Health West Kid at Heart Fun Run 5k 10k | 8:00 AM/Race at 10:00 AM | Little Salt Wash Park                  |
| May 1 - 2, 2020                            | 18 Hours of Fruita                             | Open Venue               | Highline State Park                    |
| May 1 - 3, 2020                            | Fat Tire Festival                              | Open Venue               | Downtown Fruita and 18 Road trail head |
| May 2, 2020                                | Girls on the Run 5K                            | 9:00 AM                  | Fruita Community Center                |
| May 6, 2020                                | Bike to Work Day                               | 7:00 AM - 9:00 PM        | Civic Center Pavilion or Heritage Park |
| May 9, 2020                                | Pabor Day                                      | 8:00 AM - 2:00 PM        | Downtown Fruita                        |
| May 9, 2020                                | Desert Rats Races                              | TBD                      | 18 Road                                |
| May 22, 2020                               | Fruita Arts and Culture Board Plant Give-away  | 3:30 - 8:00 PM           | Civic Center Pavilion                  |
| May 29 - 30, 2020                          | Mike the Headless Chicken Festival             | Open Venue               | Downtown Fruita                        |
| June 4 - Aug 6, 2020                       | Thursday Night Concert Series                  | 7:30 PM                  | Civic Center Pavilion                  |
| June 19, July 24, August 21, Sept 11, 2020 | Food Truck Fridays                             | 5:30 - 8:30 PM           | Civic Center Pavilion                  |